

Message Text

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INFO OCT-01 NEA-09 ISO-00 EB-07 /017 R

DRAFTED BY COMM/DIBA/OED/EID/WADONAHOE/DRA

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COMM/DIBA/OED/EID/MEFREEMAN

COMM/DIBA/OED/DHBAKER

COMM/DIBA/CAGNE/PBHALE

STATE/EB/OCA/LAKLIEFORTH

NEA/ARP/SBUCK (SUBS)

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R 051611Z MAY 75

FM SECSTATE WASHDC

TO AMEMBASSY JIDDA

INFO AMCONSUL DHAHRAN

UNCLAS STATE 104156

E.O. 11652: N/A

TAGS: BGEN,SA

SUBJECT: WTDR AND ADS BACKLOG

REF: JIDDA 2977

1) WE VERY APPRECIATIVE EMBASSY EFFORTS HANDLE
HEAVY WORKLOAD RESULTING FROM SUDDEN AND UNUSUAL INTEREST
U.S. EXPORTERS IN SAUDI ARABIAN MARKET.

2) NEVERTHELESS COMMERCE CONCERNED THAT EMBASSY RECOM-
MENDATION OF MORATORIUM ON WTDR AND ADS SOMEWHAT EXTREME
MEASURE AT THIS TIME FOR THE FOLLOWING REASONS:

A) DECLARATION MORATORIUM MERELY CREATES BACKLOG OF
DEMAND RATHER THAN ONE OF SUPPLY

B) THESE ARE MOST BASIC SUPPORTIVE SERVICES USG OFFERS
TO U.S. EXPORTERS WHICH, IF ELIMINATED EVEN ON TEMPORARY
BASIS, WOULD REFLECT ADVERSELY ON USG CREDIBILITY FOLLOW-
ING CREATION SPECIAL ORGANIZATIONAL ENTITY (CAGNE) TO
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ACTIVELY PROMOTE MARKET POTENTIAL THROUGH DOMESTIC

SEMINARS, PUBLICATIONS, PUBLICITY, ETC.

C) NECESSITY APPEARS QUESTIONABLE WITH RESPECT WTDR BE-
CAUSE COMMERCE RECORDS INDICATE 106 REQUESTS IN FY 75
THROUGH END APRIL VERSUS 100 SUBMISSIONS. BACKLOG CITED
REFTEL APPEARS BE BASED ON UNUSUAL HIGH NUMBER REQUESTS

SENT MARCH AND APRIL, 22 AND 21 VERSUS MONTHLY AVERAGE
OF NINE FOR JULY - FEB. PERIOD. THIS DUE PARTLY TO
MINIMIZE ON CABLE TRAFFIC WHICH IN EFFECT DURING
FEBRUARY. TOTAL NUMBER WTDR REQUESTS IN FY 75 THROUGH
APRIL ONLY 106 VERSUS CCP TARGET FIGURE OF 160.

3) ADS REQUESTS HOWEVER RUNNING SUBSTANTIALLY AHEAD
OF FY 75 EXPECTATIONS AND COMMERCE WILLING AND READY
IMPOSE TIGHTER SCREENING PROCEDURE BY DISTRICT OFFICES
AND WASHINGTON. HOWEVER, NEED SOONEST MORE SPECIFIC
GUIDELINES WITH RESPECT TO PRODUCTS WITH BEST OR LEAST
MARKET POTENTIAL.

4) MERRITT FREEMAN, DIRECTOR, EXPORT INFORMATION DIVISION,
BIC, PARTICIPATING BEIRUT FSL REGIONAL SEMINAR, WHICH
BEING ATTENDED ALSO BY MANNAN AND SAMMAN FROM EMBASSY.
RECOMMEND THIS PROBLEM BE DISCUSSED FURTHER AT THAT TIME
WITH FREEMAN WHO MAY BE ABLE PROVIDE ADDITIONAL GUIDANCE.
MEANWHILE, COMMERCE ADVISING WTDR REQUESTORS POTENTIAL
DELAY AND PENDING RECEIPT MORE SPECIFIC GUIDELINES ON ADS
PRODUCTS COMMERCE WILL RECOMMEND USE RECENTLY PUBLISHED
(FEB. 1975) TRADE LIST. RECOMMEND EMBASSY REVIEW FUTURE
ADS REQUESTS UPON RECEIPT AND RETURN IMMEDIATELY IF
APPEARS PRIMA FACIE CASE MARGINAL MARKET POTENTIAL.

5) WITH RESPECT TO WTDR'S WE INTEND TO EXPLORE THE POSSI-
BILITY OF PROVIDING STATE FUNDS FOR CONTRACTING OUT THIS
ESSENTIAL SERVICE. EMBASSY IS THUS REQUESTED TO INVESTI-
GATE AND REPORT ON THE MERCANTILE AGENCIES OR INDIVIDUALS
CAPABLE OF PREPARING WTDR'S, AND TO PROVIDE COST PROJEC-
TIONS. COMMERCE HAS NO OBJECTION TO POSTS' USE OF CON-
TRACTED FIRMS FOR OBTAINING WTDR INFORMATION. SO LONG AS
REPORTS SUBMITTED TO COMMERCE FOR USE OF US BUSINESSMEN
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RETAIN NECESSARY QUALITY, COMPLETENESS AND PROMPTNESS,
POSTS ARE FREE TO UTILIZE BEST MEANS AVAILABLE.

6) SOME POSTS HAVE EXPERIMENTED WITH CONTRACTING FOR
FULL OR PARTIAL INFORMATION WITH VARYING RESULTS. EX-
TREMELY IMPORTANT TO WTDR IS THE POST EVALUATION WHICH
IS APPROVING FOREIGN SERVICE OFFICER'S COMMITMENT TO THE
QUALITY, COMPLETENESS AND DEPENDABILITY OF INFORMATION

IN REPORT. SUCH REPORT APPROVAL, ALONG WITH TRADE REFERENCES, FINANCIAL REFERENCES AND FOREIGN FIRMS REPRESENTED, DISTINGUISHES WTDR FROM OTHER REPORTS. AMERICAN EXPORTERS DEPEND ON THESE CHARACTERISTICS. KISSINGER

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